



100TH ANNIVERSARY

EST 1924
LABOR DAY
★★ **BBQ PARTY** ★★



PLAYBOOK

YOUR GUIDE TO EXECUTE

CELEBRATE THE END OF SUMMER
SATURDAY, AUGUST 31ST
11AM-2PM

HOST THE ULTIMATE LABOR DAY BBQ PARTY. LET YOUR
CUSTOMERS KNOW ACE HARDWARE IS THE ONE-STOP
SHOP FOR ALL THE END OF SUMMER ESSENTIALS.

Retailers Who Engage Get Greater Gains

Labor Day Focus

Keep the momentum going! The 100th Anniversary celebration was a hit, but it's just the beginning. Keep throwing memorable parties for your community to ensure they remember you and keep coming back for all their end-of-summer needs. Don't let up now—position yourself as the go-to shop for the holidays and remind them it's never too early to start preparing for next spring. By continuously creating unforgettable experiences, you'll solidify your place as the one-stop shop for every season. Let's keep the excitement alive and the customers coming back!

Parties Increase Revenue

Results: Stores that hosted events in 2023 saw these positive impacts:

+13.3%
Avg. Sales Per Store **+11.9%**
Avg. GP\$ Per Store **+8.4%**
Transactions

Avg \$ Sales: Participating Compared to Non-Participating Stores	
BBQ Vendors	BBQ Merchandise Classes
Big Green Egg	+22%
Blackstone	+33%
Traeger	+61%
Weber	+65%
All BBQ MCs	67.3%

Weather Woes? Bring the Fun Indoors

To keep the momentum going, here are some of the ideas we'd recommend you continue to activate through year's end to keep making your store the one-stop shop. Outside or indoors, these activities will have your customers keep coming back.

PUBLIC RELATIONS (PR) MATERIALS <https://acenet.aceservices.com/marketing/promotions/in-store-parties-and-demos> make use of free publicity and get your event posted on the community calendars.



ACE SCAVENGER HUNT

Think of a scavenger hunt that draws attention to key categories around your store.



PET ADOPTION EVENT

Many Ace stores partner with local animal shelters or rescue groups to host adoption events.



**Children's
Miracle Network
Hospitals®**

CMN FUNDRAISER

Partner with your local Children's Miracle Network Hospital for a fundraiser. Including a round-up, or inviting kids and representatives to participate.

Spread The Word

In-store Signage

Included in your August Promotional Sign Kit.



Endcap



Window Poster

Advertise on SOCi

Option 1:

- If you opted in to the Party/SOCi LOI – No action is needed. We will do the marketing for you.
- Video carousel ad will be advertised on your behalf. Check out the creative in the 2024 Community Calendar.



Option 2:

If you missed the Party/SOCi LOI sign up, then:

- Locate the video (.mp4) file in the SOCi 08-2024 Win the Month Library.
- Post the video file organically, or use the SOCi BoostPlus or AdsPlus modules to advertise.



Highlighted Offers:

- STIHL: MS 250 Gas Chainsaw - Save \$50. Include "Gas-powered versions not available where prohibited by law" given this is national promotion
- Craftsman: \$14.99 Grouping
- Benjamin Moore: 20% off Select Premium Interior Paint Gallons
- Clark+Kensington and Royal: BOGO 50% off Gallons

Looking to create your own assets? Logos and other creative are available in Brandfolder! Creative (External Only) > 2024 > Style Guides > Labor Day BBQ Party

Demos From Best Brands

BBQ Product Demo

Shop All Big Green Egg

**Big Green Egg 24" XLarge EGG Package
with Acacia Table**

Ace SKU# 8797953
Mfr #TBLPKGXL



GRILL FEATURE



BBQ SAUCES AND RUBS

Customers will love shopping multiple BBQ sauce brands because it caters to varied tastes, offers more choices, and satisfies different preferences. Encourage them to discover new flavors, enjoy better shopping experiences, and find all their favorites in one place – your store.



EXCLUSIVE
TO ACE

8093061

8093060

8093065

8093062

8093063

8093066

8093067

BBQ Sauce Tasting Station



Squeeze Bottles
SKU 8083956



Sampling Spoons
SKU 66040



Pretzels
SKU 9388869



Napkins
SKU 6000003



Lysol Wipes
SKU 1018488

Product Demos from Best Brands



Demos From Best Brands

BBQ Demo

Grilled Peaches with Zowie! BBQ Rub and Fire Honey

Yield: Serves 4 People

Prep time: 10 Minutes

Cook time: 15-20 minutes



Ingredients

- 8 ripe peaches
- Canola oil (for brushing)
- 3 tbsp brown sugar
- 1 teaspoon Loud Mouth™ Zowie! Hot N' Spicy BBQ Rub (Ace SKU #8093063)
- ½ tsp cinnamon, ground
- 2 tbsp Chef J's BBQ Provisions Fire Honey (Ace SKU #8017719)



Instructions

1. Preheat your Big Green Egg to medium heat (around 300°F to 350°F) and setup for direct cooking.
2. Cut the peaches in half and remove the pits
3. Cut off a little slice on the skin side to help keep peach from rolling by creating a flat spot
4. Lightly brush the cut sides of the peaches with canola oil to prevent sticking
5. Place the peach halves cut side down directly on the grill grates
6. Grill the peaches for 3 to 5 minutes, until grill marks form and they are caramelized or cooked to desired doneness
7. While peaches are grilling, mix together the brown sugar, Zowie! BBQ rub, and cinnamon
8. Flip the peaches, lightly sprinkle with Zowie! BBQ rub and sugar mixture
9. Cook peaches for an additional 2 to 3 minutes, skin-side down
10. Remove the grilled peaches from the grill with tongs, allow to cool for 1 minute
11. Place one peach in a bowl, top with a scoop of vanilla ice cream
12. Drizzle Chef J's Fire Honey over the ice cream
13. Serve warm and enjoy!

These grilled peaches are fantastic on their own, but you can also pair them with whipped cream, sweet ricotta or even a dollop of mascarpone cheese. The smoky flavor from the charcoal grill takes them to the next level! Happy grilling!

Demos From Best Brands

Power & OPE Demos



765 CFM Blower (7026058)

Supplies/tools needed:

- Extra batteries and chargers
- Protective glasses
- Landscape rocks
- Tents for shade, to let customers cool down: utilize EGO misting fans 4010381 + Ace bucket to draw water

In-Store Demo:

- Find a spot 15' away from a hanging ceiling banner
- Turn on and lock blower pointed at banner to showcase the power
- Position blower upright against table
- Turn on and lock on power. Hover beach ball above tube opening so that it floats showing the blowing power

Outdoor Demo:

- Spread out an area of landscaping rocks
- Turn on blower and aim at rocks to showcase moving heavy debris.
- Ensure no one is standing behind rocks



50" TimeCutter® Zero Turn Riding Mower Featuring MyRIDE® (7030779)

Supplies/Tools needed

- For safety reasons, product should stay off.
- Consumer can sit on the units and instantly feel the comfort of the MyRIDE Suspension System while reviewing the features.

Top 3-5 features of the product (talking points to customer)

- Tough on Jobs, Easy on Backs - Toro's MyRIDE Suspension System absorbs the bumps so you can comfortably crush jobs faster.
- Built Like a Bull - IronForged® high strength grade 50, 10-gauge steel deck with bull nose reinforced leading edge.
- Commercial DNA courses through these machines' veins with the same technology pros depend on.
- Pick Your Pace - Take control over your mowing speed, while never sacrificing blade tip speed with Smart Speed® Technology.
- Toolless Oil Change - Spend less time maintaining your mower with toolless oil change and filter.
- Handcrafted Seat with Arm Rests - Ultimate padding and back support with a handcrafted high-back seat with armrests and bullhorn logo.
- More Time for You - Cut mowing time up to 50%.*
- Download the MyToro App from your mobile device's app store for easy access to product resources, including manuals, how-to's, and more.

*Time savings based on survey of consumers who purchased TimeCutters from 1/1/18-9/30/19.
Time savings will vary.

Demos From Best Brands

Power & OPE Demos



Trimmers Demo Products



- FSA 56 or FSA 57 – AK 10 battery
- FSA 85 – AP 200 battery
- FSA 90 – AP 300 battery
- FSA 130 R – AR backpack battery

Outside Space with Grass

- Maximum height of 4"
- Recommend taking no more than 2" off grass height

Safety and Comfort

- All recommended PPE, not limited to eye protection, brush shield, gloves
- First aid kit
- Bottled water
- Disinfectant wipes to clean shared PPE between uses
- Closed-toe shoes required for demonstration participation
- Demonstration area fencing/orange construction safety mesh fencing
- Green garden stakes/small sledgehammer for driving stakes
- Tables at each station for PPE/disinfectant/paperwork
- Industrial paper towels/trash bags/receptacles
- Observe appropriate bystander distance rules when tools are in operation

Note: Ensure all employees running demonstrations wear proper protective apparel.



Get Your Lawn Ready for a Lush Spring with Scotts® Grass Seed

As Fall approaches, cater to lawn care enthusiasts with display tables showcasing essentials for a vibrant Spring lawn. Feature Scotts® Grass Seed with specialized mixes for various conditions. The Sun and Shade Mix thrives in diverse environments, the Tall Fescue Mix offers durability, and Bermuda Grass stands strong in drought. All mixes provide root-building nutrition for a robust lawn.

Expand your offerings with Turf Builder Starter for 70% thicker, 35% faster grass growth. For thin, patchy lawns, recommend Scotts® Thicker Lawn—a 3-in-1 seed, fertilizer, and soil improver for up to 50% thicker turf. Prepare your display now so your customers have a lush Spring lawn.

Fall Lawn Boosters



Ace SKU#
7023424



Ace SKU#
7023447



Ace SKU#
7024832



Ace SKU#
7169071



Ace SKU#
7637663



Ace SKU#
7665516

Paint Demos

Benjamin Moore Regal® Select Interior Application



Tools and Materials

1. **PRODUCT:** Regal Select Interior Satin/Pearl N550-3X tinted to Hale Navy HC-154
2. **SUBSTRATES:** Primed MDF casing molding or similar (96" cut into 12" pieces). Link.
 - Size: 9/16" x 3 1/4" x 12"
3. **APPLICATION TOOLS:**
 - Nylon/polyester angled sash brushes
 - Paint stirrers
 - Trays
 - Empty 5-gallon buckets to discard trash
4. **SURFACE PROTECTION:** Drop cloths or sheathing paper
5. **CLEANING SUPPLIES:** Have cotton rags, paper towels, or hand wipes nearby for quick cleanups. Consider offering access to soap and water for handwashing.



Tips for Success

- **Procure supplies:** Adjust supply quantities based on expected visitor numbers.
- **Be ready to talk:** Refer to talking points when customers approach the demo area.
- **Keep product brochures handy:** Order Regal Select Interior Brochure (M2455463) and Sell Sheet (M2455473SB) through Archway Connect search by the M code on benjaminmooreus.archway.com.
- **Plan for your space:** Select tabletop size based on available store space (5-foot to 8-foot table).
- **Keep the conversation going:** Follow up post-demo to discuss products and colors for future projects.

Talking Points / Benefits and Features

- **Durability:** Withstands everyday wear and tear.
- **Washability:** Tough stains wash clean without losing color or sheen.
- **Scuff Resistance:** Reduces scuff marks in high-traffic areas. Can be applied to wallboard, plaster, masonry, primed/painted wood and metal, new/coated acoustic ceilings, and trim
- **Smooth Finish:** Ensures uniformity with improved flow and leveling.
- **Trusted for over 60 years:** Recommended for various surfaces and available in 3,500+ colors and five finishes.
- **Paint and primer together:** Spatter-resistant, mildew-resistant, and easy to clean up.

CODE	GLOSS/SHEEN	VOC RANGE	COVERAGE ¹	DRY TIME ²	COMMON USES
N547	Flat (1-4 @ 85°)	< 50 g/L	400-450 sq. ft.	Touch: 1 Hour	Ceilings, Walls in Low-Traffic Spaces, and Bedrooms
N548	Matte (3-5 @ 85°)				
N549	Eggshell (15-22 @ 85°)			Recoat: 1-2 Hours	High-Traffic Walls, Hallways, Closets, Living Rooms, Kitchens, and Bathrooms
N550	Satin/Pearl (20-30 @ 60°)				
N551	Semi-Gloss (50-60 @ 60°)	< 100 g/L		Touch: 1 Hour Recoat: 3 Hours	Cabinets, Doors, and Trim

SDS and TDS are available at benjaminmoore.com

¹Approximate gallon coverage at recommended film thickness (sq. ft.) ²Dry time at 77°F (25°C) at 50% RH

Food Safety and Other Helpful Information

How to Serve Safe Food and Comply with Local Health Department Regulations

Keeping the cooking and sampling area impeccably clean is crucial to serving safe food and ensuring customers trust in our demo serving. It also helps with compliance with local health department rules and regulations. Make sure to keep your hands and uniform clean, as well as practice proper handwashing and safe food storage and holding. Follow these additional guidelines to keep you and your customers safe during this event:



Prepping for Your Event

Partner with your local health department to create a health plan for demos. Once they see that you have this well planned, they will be there to support you in your demo endeavors.

Plan your demos for the year and submit them all to the health department at once with your sanitation plan, layout and other required documents.



Understand Your Event Plan

What food are you sampling?

- Nonperishable – crackers, nuts, etc.
- Low Risk – Fully cooked foods or heat-and-serve foods
- Medium Risk – Partially cooked foods; some raw ingredients
- High Risk – All raw ingredients and raw prep

Where was the food purchased?

What kind of storage/prep is required?

- Food storage before demo
- Prep before demo
- Storage during demo



Things to Have on the Day Of:

- Temperature log for hot and cold temperature tracking
- Handwashing station – see example of layout on page 4
- When possible, use disposable serving utensils
- Proper use of gloves
- Proper food serving techniques
- Proper food handling steps
- Hand sanitizer out for customers and associates (food grade and food surface contact). You can buy pre-mixed sanitizer.
- Fire extinguisher

Food and Safety Information (Continued)

Things to Remember:

- Not all health departments require permits; check with your local area to see what is required
- Once permitted, frame and display the permit for your customers to see
- Even though a locale may not require a permit for a demo, you should still maintain safe food handling and serving procedures
- Check with local health department for food handler's classes; having your ambassador take a class may not be required but is always a good idea
- Some food handler's classes are available online
- Once they have passed the class, frame and display the food handler's card at the demo
- Planning your events for the year is a good way to get your local health department involved and show them your plan for doing demos

Note:

- If you can't serve samples because of health department concerns, you can still demo your grills without having to cook. Turn on the Traeger to smoke and show off; turn on the Weber; or fire up the Big Green Egg.
- Keep all grills below 250 degrees F to enhance the smoking of the grills. Always be sure to place signs that state "CAUTION: HOT GRILL." Getting the senses going with smoke is the start of the conversation around grilling.

Another way to showcase your grills is to cook lunch for your associates. You don't need to sample food to sell grills; smoke will create the buzz and curiosity.

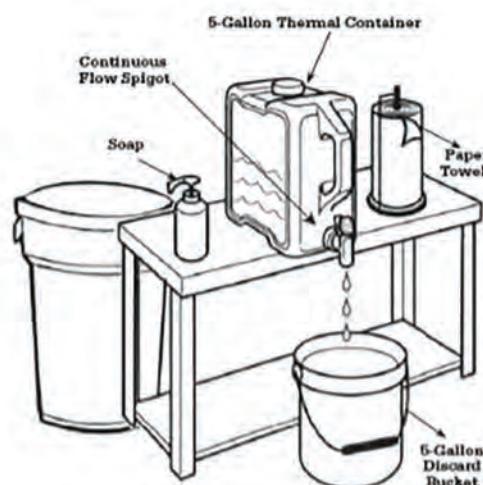
Acceptable Handwashing Station for Temporary Food Vendors

Proper handwashing is critical to preventing foodborne illness. Hands must be washed before starting work, after handling raw meat, after using the restroom and any other time hands become soiled. The handwashing station must be set up prior to beginning food preparation or service, and should be located where it's easily accessible and convenient for all temporary food workers.

Setup

Required Items:

- A five-gallon or larger insulated container filled with warm water (100°F–120°F) for handwashing delivered through a spigot or spout that is continuously flowing. (No push-button spigots.)
- A container for wastewater retention (i.e., five-gallon bucket), which must be disposed of into an approved sewer or wastewater system once full.
- Hand soap and paper towels (sanitizers DO NOT replace handwashing).



Wash Hands Before: Starting to Work | Handling Ready-to-Eat Food

Wash Hands After: Using the Restroom | Sneezing | Coughing | Touching Raw Food | Touching Face or Hair | Eating or Drinking | Emptying Garbage | Smoking | Any Chance of Contamination

Kid's game and Project Demo Idea

BOZO BUCKETS GAME

Step 1: Place 6 Ace buckets on the ground in a line

Step 2: Grab a soft ball (tennis ball, ping pong ball or make paper ball with kraft paper)

Step 3: Have kids stand behind the first bucket and throw the ball into the first bucket. If they make it, have them try for the second bucket and so on.

Consider giving the kids a prize depending on how many they make. Here are some ideas:

Pez Candy

SKU: 9162371, 6184568, 9023043, 9330036

Ace Pen

SKU: 9392481



Ace Jumbo Pencil

SKU: 2006892



CRAFT PROJECT

Spread kindness in your community by creating a table full of rocks that kids can decorate with inspirational drawings and messages. These rocks can be any size or shape, as big or small as you like! The point of this stone painting is to sprinkle positivity around your community. Once kids create one, the idea is to have them leave it somewhere for another person to find and enjoy. As we all know, sometimes a simple message of love and compassion can spark joy and brighten someone's entire day.

All you need to do is spray paint the rocks before the event and then set up a table with the sharpie paint pens for kids to decorate!

Items you need:

Rust-Oleum Painter's Touch White

Flat Paint+Primer

SKU: 1396043

Sharpie Assorted Paint Markers

SKU: 6010243





ACE13164PB